

AMENDMENTS TO THE CLAIMS:

Claims 1-4 (Canceled)

5. (Original) A liquid crystal display device comprising:

pixels equipped with a liquid crystal cell and a switch element, which are arranged at positions where scan lines and data lines intersect,

a data line drive circuit for supplying from said data line and said switch element to said liquid crystal cell a write signal corresponding with image data,

a control circuit for inverting a polarity of said write signal after every plurality of scan lines, and

a scan line drive circuit for supplying a drive signal to said scan lines and switching said switch elements ON and OFF,

wherein said scan line drive circuit and said data line drive circuit, in the scan lines where the polarity of said write signal is inverted, supply said drive signal and said write signal for a period of time that is longer than one horizontal period by a fixed amount of time that is determined within the range of an invalid period where said image data is not supplied, and in the following scan lines to which is supplied a write signal of the same polarity as said scan line, supply said drive signal and said write signal for a period of time shorter than one horizontal period by said fixed amount of time.

6. (Original) A liquid crystal display device according to claim 5, wherein said scan line drive circuit adjusts a period for which said drive signal is supplied, in accordance with an output enable signal for controlling whether or not to supply said drive signal to said scan line.